

# Strategies to Maximise the ROI on Your Mobile PC Fleet



# Invest to Maximise Productivity



## Definition:

Maximising productivity is about utilising tools like technology to ensure as much employee time as possible is spent in activities that deliver value to the company.

## Benefit:

- The total cost of ownership (TCO) for mobile PCs has fallen 30% according to the Gartner Group\*.
- Gartner also says that if a mobile PC gains the user just 30 minutes of increased productivity, it will have paid for the higher costs of a notebook over a PC\*.

***“...Mobile computing has the potential to change the very nature of a company: It will streamline and improve the productivity of the workforce; produce efficient business processes... and improve the way companies reach and service consumers.”***

Economic Intelligence Unit, Oct. 2001.

# Calculate the ROI of Mobile PCs

	Conservative	Moderate	Aggressive
Est. time savings	30 min / week	45 min / week	1 hour / week
Cost per employee	\$90k / annual	\$90k / annual	\$90k / annual
Projected savings per employee per week	\$21.875	\$32.81	\$43.75
Annual savings (3000 employees)	\$3,412,500	\$5,118,360	\$6,825,000
Investment	\$2,250,000	\$2,250,000	\$2,250,000
Total ROI 1st year	\$1,162,500	\$2,868,360	\$4,575,000

## How Intel® IT evaluated the benefit of Mobile PCs

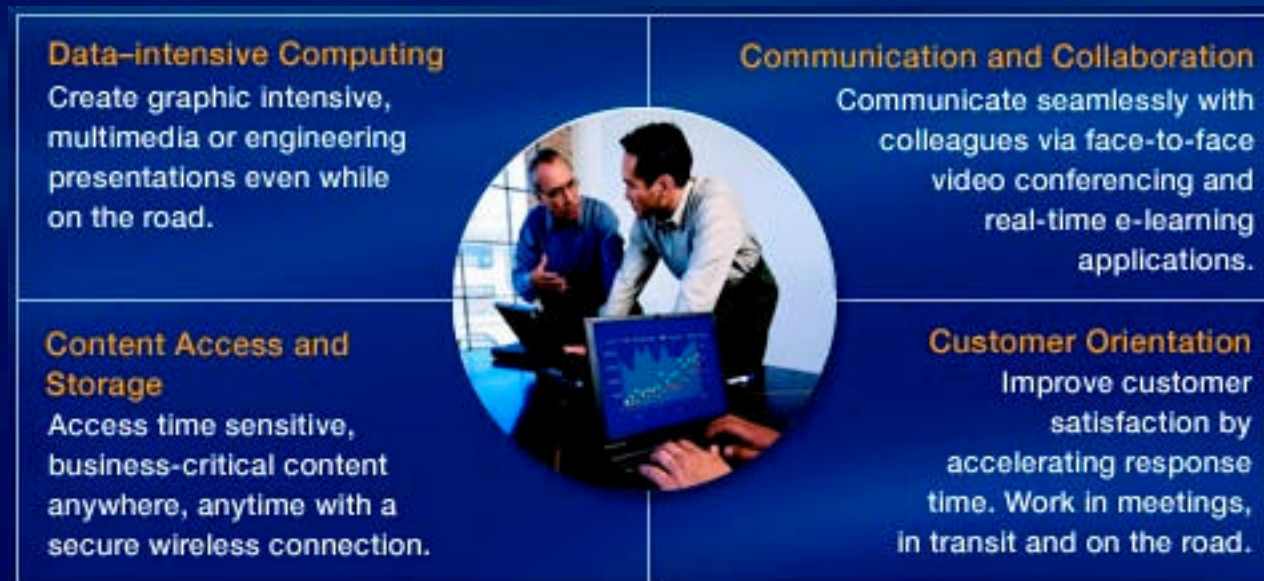
Before purchasing mobile PCs for the Intel worldwide network, Intel IT calculated the ROI of mobile PCs.

For Intel, the total benefits of ownership for mobile PCs exceeded expectations. The above table shows the projected ROI opportunity based on estimated time savings for employees with mobile PCs.

# Leverage Mobile PCs for Productivity

Whether a sales “road warrior” or a wired executive, mobile PCs increase productivity by providing flexible work locations and enhancing business processes and services.

Gartner Group\* research of 15 major companies shows that business users experienced a minimum annual benefit of US\$34,560 from mobile PCs.



\* Benefits and TCO of Notebook Computing white paper, July 2001

# Leverage Mobile PCs for Productivity

## The Processing load of encryption applications

Performance tests on a Pentium® 4 processor show that encryption applications reduce the performance of a 2.0Ghz processor to the equivalent of a 1.7Ghz processor.

Similar performance drops are to be expected on mobile processors; you must therefore understand the processor power needed to manage security without compromising performance.



## Wireless connectivity further improves productivity

In addition to the performance demands from encryption in a wired environment, wireless connectivity requires even more processing power to ensure secure connectivity.

Your investment planning should therefore also consider potential wireless usage by employee type, planning for the required headroom to manage both encryption and wireless applications.



***“Professional wireless users with notebooks reported 41% higher productivity over wired professionals.”***

Gartner Consulting

# Invest to Maximise Longevity



## **Definition:**

The longevity of technology relates to how long it can be effectively used, before costs of lost productivity and support exceed benefits to the company.

## **Benefit:**

Maximise mobile PC ROI and avoid premature obsolescence.

Get the performance headroom to adopt new business and technology strategies as required and enhance competitiveness

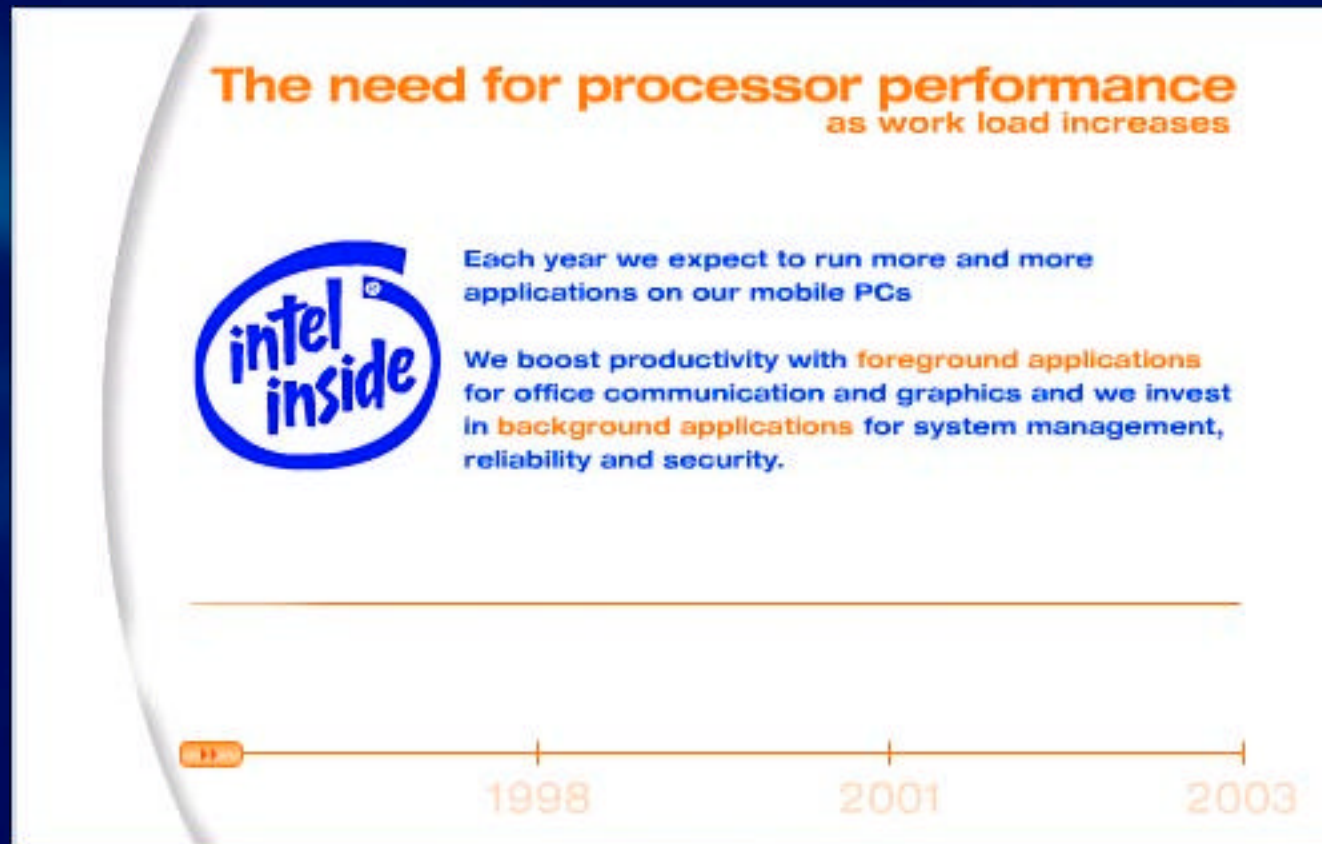
Be prepared for new disruptive technologies such as wireless computing.



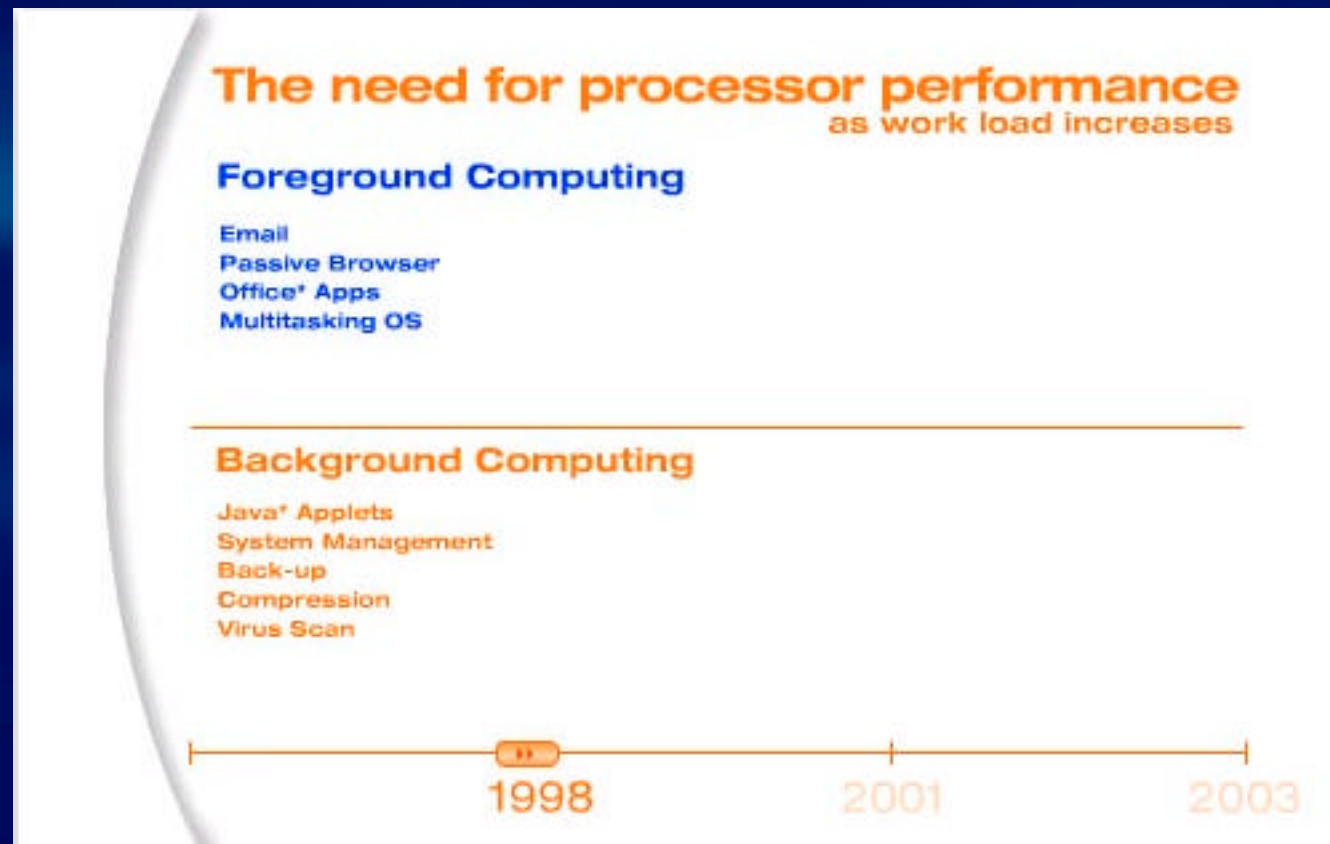
***“Current and emerging technologies  
require high performance mobile  
processors with the headroom to  
accommodate more and more  
processor intensive tasks.”***

\*From Intel white paper “High Performance  
Mobile PCs Transforming the Workplace”

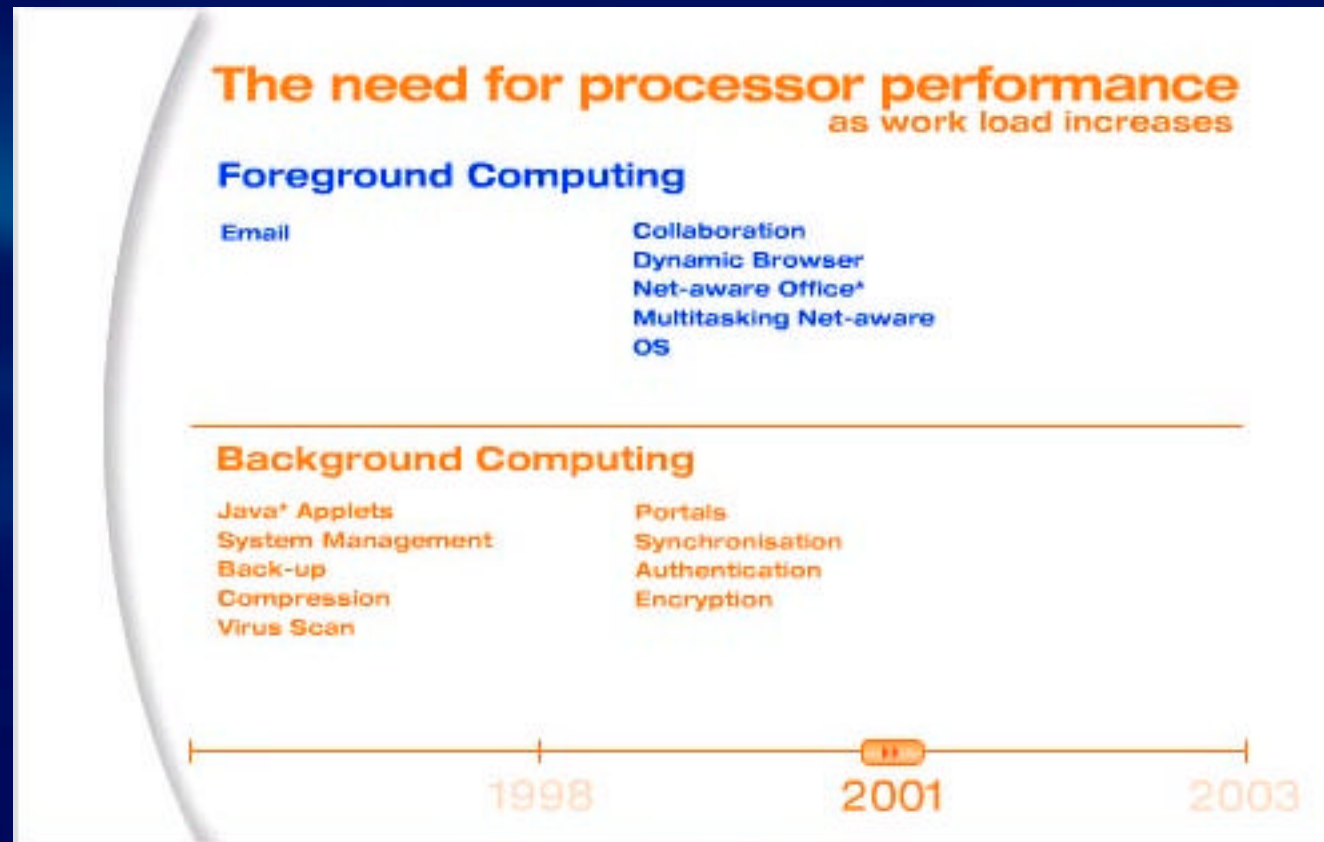
# Plan for increasing Mobile PC Loads



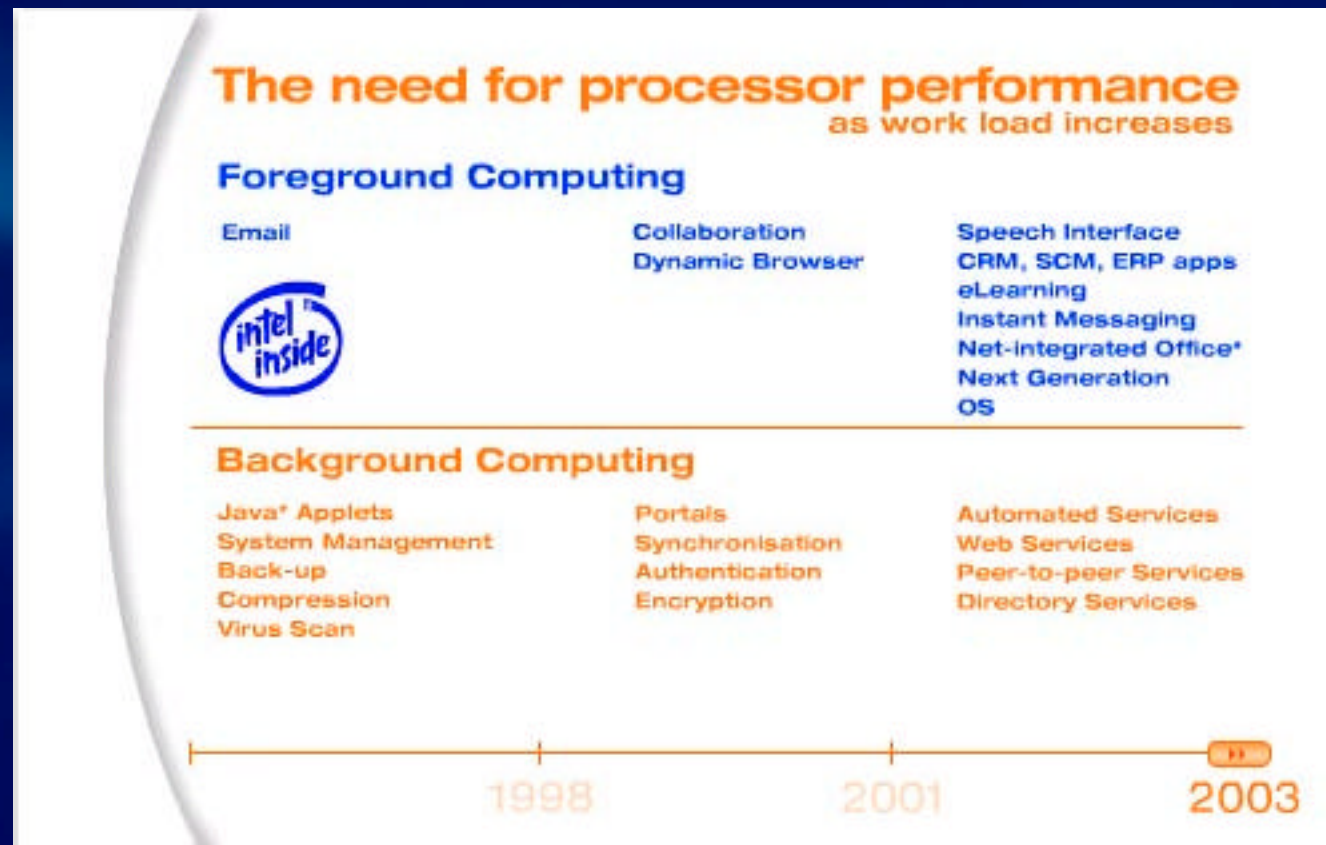
# Plan for increasing Mobile PC Loads



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# Extending Longevity with Waterfalling



Extend mobile PC ROI through life-cycle management and asset redeployment.



Allocate performance mobile PCs to power users and then waterfall the old equipment that still has a useful life to employees in the company who can perform their jobs satisfactorily on lower performance platforms.



# Make your Business More Agile

## • Purchase high performance mobile PCs

Business agility means being able to adapt quickly and effectively to changes in market conditions.



Some market changes will increase the performance requirements of technology, as they require new applications that increase processor loads.

Mobile PC applications including secure wireless are expected to develop significantly in response to the demands of a growing mobile workforce.

To remain agile, you must invest in the highest performance mobile PC you can afford.

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# Technology Leadership & Innovation

US\$4 billion, 75 + Labs and  
over 7,000 R&D  
professionals driving  
innovation



## +440 BX Chipset

- 450 - 1000 MHz
- 100 MHz PSB
- 256KB L2 Cache
- .18 Micron

- IMVP
- ACPI 2.0
- ½ GB Memory
- PC 100 SDRAM
- 2 USB Port



## + Mobile Intel® 830 Chipset

- 700 MHz - 1.2 GHz
- 133 MHz PSB
- 512KB Cache
- .13 Micron
- Micro FCPGA & Micro
- FCBGA packaging

- IMVP II
- Hub Architecture
- 1GB Memory
- AGB4x
- Integrated Graphics
- 6 USB Port

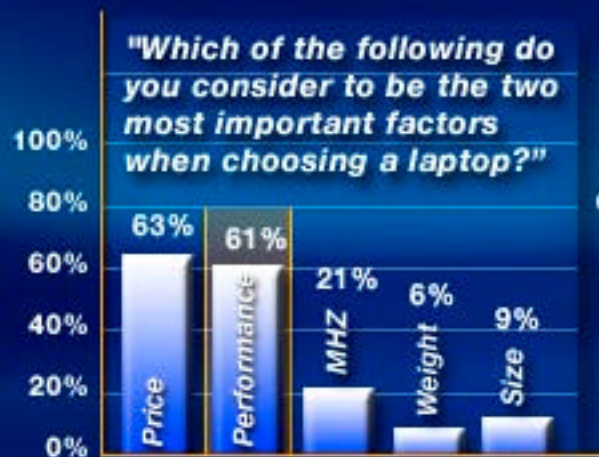


## + Mobile Intel® 845 Chipset

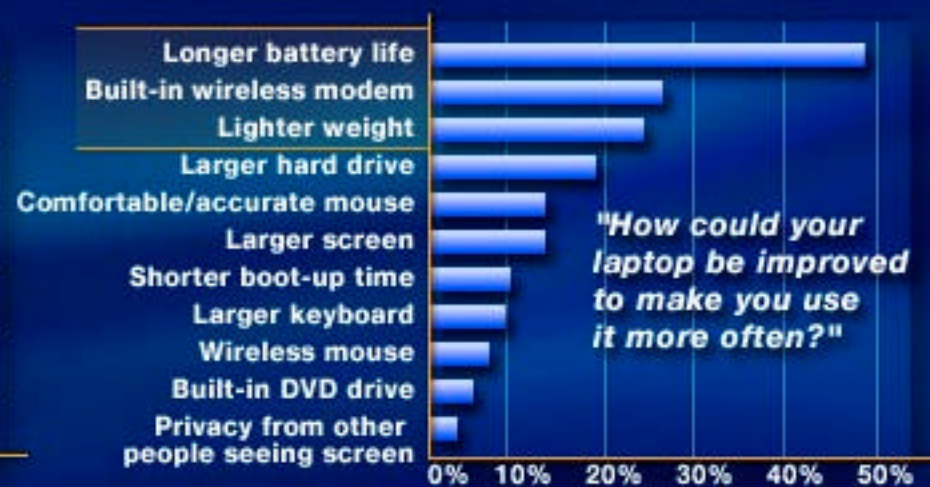
- 1.8- 2.2 GHz & beyond
- Netburst™ Micro-architecture:
  - Rapid Execution Engine
  - Hyper Pipeline Technology
  - Execution Trace Cache
  - Streaming SIMD 2
  - 400 MHz PSB
- 512KB Cache
- .13 Micron
- Micro FCPGA packaging

- IMVP III
- Hub Architecture
- 1GB DDR Memory
- DDR 266MHz & DDR 200 MHz
- AGP4x w/power management
- Integrated LAN, Audio, Modem
- ACPI 2.0 power management
- Mobile Clock Manager
- PCI Moon2 Docking Support
- Intel Application Accelerator 2.0
- 6 USB Port

# Delivering the Ideal Mobile Experience



Source: CMR Mobile Choice surveys Jan '01



Source: Forrester Technographics Consumer Research, Q4 2000

Research highlights that performance, longer battery life, connectivity and form factors such as lighter weight are of most importance to mobile PC users.

To meet these demands, Intel has developed and continues to focus on improving mobile technologies designed to meet these 4 important mobile PC vectors.

# Innovative Intel® Mobile Processor Technology

The Mobile Intel® Pentium® 4 Processor- M is designed to deliver the ideal mobile experience.

## A Higher Performance

- Speeds at 1.7GHz and beyond
- 0.13micron Process Technology
- 512 KB On-Die L2 Cache
- NetBurst™ Microarchitecture



## Extended Battery life & Power management

- Enhanced Intel® Speedstep® Technology
- Deeper Sleep Alert State

## Form for lighter notebooks

- Micro FCPGA Packaging Technology
- Intel® Mobile Voltage position-III (IMVP-III)

# OEM Program

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## **Benefit from OEM Affiliates**

Intel works with many Mobile PC vendors, including major OEMs, to define the best component sets for corporate needs.

## **Validation of Intel® Processors**

In the year 2001 alone, Intel's multiple product divisions spent more than US \$300 million on validation testing, and had over 2500 employees involved in compatibility and reliability testing.



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